



**Flagstaff Cultural Partners**  
and the Coconino Center for the Arts

## ANNUAL REPORT

*Inspiring Excellence Through  
Strong Partnerships for the Arts*



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## Mission

- The mission of Flagstaff Cultural Partners (FCP) is to enhance the spectrum and quality of cultural experiences available to residents of and visitors to our community



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## FCP / City Agreement

Serve as the coordinating agency for arts, science and cultural endeavors in Flagstaff, including long-range planning, leadership, and promotional activities



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## Summer Nights on the Square

- Thursdays: Summer Concert Series
- Fridays: Downtown Friday Nights
- Saturdays: Movies on the Square




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## Arts Incubator

The ArtBox Institute

- Business Training
- Professional Development
- Begins January 18-19
- 22 Students



Completes a 15-month research and planning process

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## Flagstaff365.com

- Comprehensive Online Calendar of Events for Flagstaff
  - Arts, Culture, Science, Sports, Nightlife
  - Serves Residents, Visitors, Organizations
  - Monthly Visitation averages:
    - 3




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## FCP / City Agreement

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## Active Partnerships




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## Ongoing Initiatives

- First Friday ArtWalk
- Cultural Data Project
- Art & Science Fund
- Artist Workshops




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## FCP / City Agreement

Expand the role of arts, culture, and sciences within Flagstaff as a center of arts, culture, and sciences in Northern Arizona.



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## Grant Projects Completed

- Summer Performance Residency
- Artist Residency Program
- NEA Our Town Grant



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## Coconino Center for the Arts

- Major Exhibitions
  - *Virga: the Hunt for Water*
  - *Four Corners Quilt Exhibition*
  - *Underneath It All*
- Concerts
  - George Winston
  - Arlo Guthrie
  - Bruce Cockburn



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## Expand Arts, Culture, Science

- The Viola Awards
- First Friday ArtWalk
- Economic Impact Study
- Flagstaff365.com



*"In my opinion, FCP's management and promotion of First Friday ArtWalk has done more for tourism, Downtown, and visitor experience than any other single thing."*  
- John Vanlandingham, owner, Old Town Shops

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## FCP / City Agreement

Increase the participation opportunities for residents and stimulate public and private support for arts, culture, and science endeavors in Flagstaff.



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## Increase Opportunities

- Coconino Center for the Arts
  - Youth Access to the Arts
  - Providing a Venue for the Community
- Viola Awards
- Summer Nights on the Square



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## Art & Science Fund Grants

Make grants of City Bed, Board and Beverage (BBB) Tax revenues to local source providers

- The 2013-14 Art & Science Fund
  - 42 Grant Applicants
  - \$415,609 Requested Funding
- 34 Funded Agencies / Projects
- \$290,000 Funded Grants




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## Return on Investment



Combined annual spending of organizations and audiences.

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## ROI: Local Tax Revenues



\$3.8 million in city/county tax revenue.  
\$3.8 million in state tax revenue.

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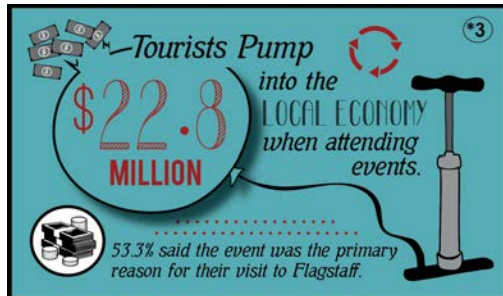
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## ROI: Tourism Revenue



Based on 1,332 valid and usable audience-intercept surveys taken in 2011.

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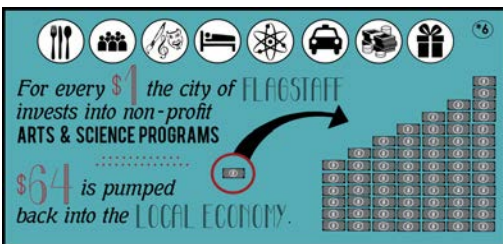
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## Return on Investment



Based on average annual investment by the City of Flagstaff into non-profit arts and science organizations, and out-of-town audience expenditures.

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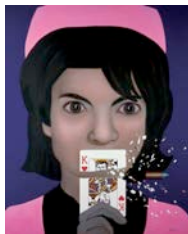
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## New for 2014

- Online Grant Application
- New Website and Brand
- Tion Mion: *Memento Mori*
- ArtBox Institute
- *Night Visions V*
- Much more




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## 2014 Viola Awards

- Saturday, March 1, 2014
- High Country Conference Center
- Info: CulturalPartners.org




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## THANK YOU!

The City of Flagstaff and its voters  
deserves recognition for its smart  
investment in the arts and  
sciences.




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## For More Information

CulturalPartners.org



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Flagstaff365.com




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